

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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ZBA 2010-66  
Petition of Viewpoint Sign & Awning  
254 Washington Street

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Pursuant to due notice, the Special Permit Granting authority held a Public Hearing on Thursday, August 5, 2010 at 7:30 p.m. at the Town Hall, 525 Washington Street, Wellesley, on the petition of VIEWPOINT SIGN & AWNING requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of an 18 inch by 121 ¼ inch wall sign set 16 feet above the ground, at 254 WASHINGTON STREET, in a Business District.

On July 19, 2010, the petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing were Bart Steele, Viewpoint Sign & Awning (the "Petitioner") and Michele Inglese, Papa Gino's. Mr. Steele said that the proposal is for a sign at the new Papa Gino's location at 254 Washington Street.

Mr. Steele said that the proposal is for a main identification sign located on the façade of the building. He said that the sign will be illuminated with external gooseneck fixtures. He said that the sign will consist of 23 karat gold letters. He displayed a sample 23 karat gold letter (retained by proponent).

Mr. Steele said that the sign has an uppercase "P" and "G" and spans 121 ¼ inches. He said that reducing the uppercase "P" and "G" would make the sign very small and hard to read. He said that the average height of all of the letters will be 12 3/8 inches. He said that the proposed sign is not large, given the size of the façade and the setback.

Ms. Inglese said that hours of operation will be from 11 a.m. to 10 p.m. She said that the hours may be from 11 a.m. to 11 p.m. on Fridays and Saturdays.

Ms. Inglese said that they had gone before the Board of Selectmen (BOS) for a Common Victualers (CV) License. The Board asked if the CV dictates hours of operation. Ms. Inglese said that she believed that it does.

Ms. Inglese said that there will be delivery and carryout service only at this location. Mr. Steele said that the concept was presented to the BOS when Papa Gino's was seeking its CV License.

Mr. Steele said that the existing façade of the building is painted green. He said that the proposed sign is composed of individual letters that will be applied to the façade.

The Board said that the proposed sign design is appropriate for the area. The Board said that only two letters will be 18 inches tall. The Board said that the average size of all of the letters is less than 14 inches tall.

There was no one present at the Public Hearing who wished to speak to the petition.

#### Statement of Facts

The subject property is located at 254 Washington Street, in a Business District.

The Petitioner is requesting a Special Permit for installation of an 18 inch by 121 ¼ inch wall sign set 16 feet above the ground.

A Plan showing sign dimensions, mounting specifications, lighting and photosimulation, dated 6/01/10, prepared by ViewPoint Sign and Awning was submitted.

On June 25, 2010, the Design Review Board voted unanimously to approve the Special Permit for the wall signs.

On August 3, 2010, the Planning Board reviewed the Petition and recommended that the request be denied.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign will be an externally illuminated 18 inch by 121 ¼ inch wall sign set 16 feet above the ground.

It is the opinion of this Authority that installation of an externally illuminated 18 inch by 121 ¼ inch wall sign set 16 feet above the ground will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the lettering styles, materials and colors will not detract from the area and are appropriate for this specific location.

Therefore, a Special Permit is granted for installation of an externally illuminated 18 inch by 121 ¼ inch wall sign set 16 feet above the ground, subject to the following condition:

1. External illumination of the sign shall be shut off when the facility is not open.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

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J. Randolph Becker, Acting Chairman

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Robert W. Levy

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David L. Grissino

cc: Planning Board  
Inspector of Buildings  
lrm